

# IEEE Member and Geographic Activities

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Region 8 Meeting  
6 November 2021*



# MGA Strategic Plan

## 2020-2025

### OUR VISION

MGA will continue to provide quality member opportunities for continuous engagement.

### GUIDING PRINCIPLES

- Membership is a core value of IEEE.
- Members individually and collectively create IEEE's future
- IEEE enhances members' future
- Volunteer engagement is a key component of IEEE's success

### OUR MISSION

Inspire, Enable, Empower, and Engage Members of IEEE.

### FOR THE PURPOSES OF...

- Fulfilling the mission of IEEE
- Enhancing members' growth and development through the member's life cycle
- Providing a professional community for engineers, scientists, and technologists
- Providing a way to employ technologies to serve communities globally
- Offering an opportunity for external individuals, organizations, and industry to engage with IEEE for the benefit of humanity

The IEEE Member and Geographic Activities Board serves the interest of IEEE and the members through the following:



### MGA STRATEGIES

- Strengthen the value of IEEE membership at each stage of the member's life cycle
- Support volunteering and facilitate member and nonmember collaboration
- Strengthen the relevance of IEEE membership to industry
- Promote diversity and inclusion
- Improve member development and services based on data
- Enhance the relevance of information available to the member and to geographic units
- Provide a simple, consistent, personalized interface to members and prospective members



### MGA GOALS

- Increase member engagement and grow membership
- Improve relationships with and among members
- Enhance collaboration and cooperation with and among IEEE organizational units and external organizations
- Support and encourage local geographic units in providing services and value to IEEE members
- Increase operational efficiency and effectiveness within MGA

[mga.ieee.org/strategic-plan](https://mga.ieee.org/strategic-plan)

Approved by the IEEE Member and Geographic Activities Board, June 2021



# 2021 MGA Priority Projects

*Priority Projects support MGA strategic areas and Goals*

Membership is a core MGA responsibility and strategic focus. These projects build on key member strategies and sustaining operations. They add specific focus due to Covid-19 and particular ad hoc efforts from the IEEE BoD and MGA

- ▶ Evaluating Membership Dues Structure
- ▶ Membership recovery/ Covid-19 (includes Collabratec)
- ▶ 3-5 Year Dues (SC recommendation)

MGA geographic unit vitality is a competitive advantage of IEEE and MGA's strategic focus. These projects define new capabilities that are underway or being created to strengthen the resources available to local geo units for engaging members and the public.

- ▶ Local Groups
- ▶ Section Vitality Automation
- ▶ Region Realignment
- ▶ Volunteer Engagement
- ▶ vAssist Pilot
- ▶ Sections Congress

Major IEEE-wide and MGA-led initiatives that will require significant volunteer and staff efforts to achieve successful completion.

- ▶ Next Gen Rollout
- ▶ Sections Congress Virtual
- ▶ Education and Industry Local Engagement (SC Recommendation)

Maintain an inventory and capability/usage assessment of those tools developed and or supported by MGA that are being used to accomplish our strategies and goals.

- ▶ Tool inventory including CLE, OU Analytics, vTools, IEEE App, Collabratec, vAssist



# Delivering opportunities and reach to multiple generations and special interests

## IEEE students

- 90,000 members\*
- 3,000+ branches

### *Signature offerings*

- Leadership Development through Branch and Chapter Experiences
- IEEEExtreme - 10,000+ participants
- *IEEE Potentials Magazine*
- Virtual Speakers Bureau for Branches
- Awards (5 offerings administered)
- Student Professional Awareness (SPAx)
- Livestream Events via IEEE.tv

## IEEE young professionals

- 100,000 members\*
- 200+ affinity groups

### *Signature offerings*

- Leadership Development through Affinity Group involvement
- IEEE Volunteering portal - in soft launch, 34 opportunities and 1,000+ users
- Awards and Event Funding Opportunities
- Monthly Newsletter and IMPACT Blog

\*September 2021



# Delivering expanded membership, member value, and inclusion



- WIE Members elect first WIE Chair-Elect, Celia Shahnaz, Bangladesh, who will serve as 2023-2024 WIE Chair
- WIE Magazine receives 2021 APEX Award of Excellence in the Writing - Interviews & Personal Profiles category
- WIE Awards recognize members and Affinity Groups for their contributions
- IEEE entities are mobilizing around the [WIE Pledge](#)

## Expanding Reach & Engagement - Sep'21

Members	28,771	↑	39% YoY
Affinity Groups	994	↑	5% YoY

## 25th anniversary celebration in 2022 - planning underway:

- Extraordinary Women Extraordinary Science Seminar Series virtual event
- Women-to-Women Tech Ideas Competition
- 12-hour event with reps for WIE Affinity Groups across all regions

CELEBRATING 25 YEARS IN 2022





# Delivering opportunities and reach to multiple generations and special interests



- 36,100 members\*
- 118 affinity groups

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## *Signature offerings*

- IEEE Life Members Fund - underwrites all program activity
- Life Member Newsletter
- James Mulligan Award
- Financial contributions to student, young professional activities

In 2021, comprehensive program rebranding effort underway

## **Welcome! - new Region 8 Life Member Affinity Groups in 2021**

Germany, Czechoslovakia

\*September 2021



# Geographic Units

# Vitality in MGA

- ▶ Different perspectives on vitality are addressed throughout MGA
- ▶ Members – MGA partners with other OUs to reach and engage
  - Member Dues Revenue
  - Membership statistics
  - Member research and engagement
- ▶ Volunteers
  - Supporting current and future leaders
  - Providing opportunity to learn and grow
- ▶ Geographic Units
  - Increasing the number of units and expanding scope and depth of the local units
  - Assessing vitality of local activity networks, GeoUnit vitality
  - Providing insights and data that enable volunteers to be effective
- ▶ Digital strategy/initiatives to ensure MGA and geounits have the necessary tools and related resources to meet current needs with the focus on online IEEE program/service delivery





## MGA – Geographic Units (as of 31 Oct 2021)

Regions	1	2	3	4	5	6	7	8	9	10	Grand Total
Section	22	20	41	23	27	35	21	59	35	60	<b>343</b>
Sub-section	2	2	2	3	4	2	2	11	16	41	<b>85</b>
Council	1	0	4	0	0	2	0	1	5	6	<b>19</b>
Chapter*	181	109	113	105	115	206	152	634	244	776	<b>2635</b>
Affinity	48	27	40	41	41	54	51	115	66	118	<b>601</b>
Student Branch	89	86	113	66	99	89	61	696	561	1696	<b>3556</b>
Student Branch Chapter	59	31	63	50	64	67	51	480	780	1501	<b>3146</b>
Student Branch Affinity	4	7	9	4	4	5	17	147	175	426	<b>798</b>
<b>Grand Total</b>	<b>406</b>	<b>282</b>	<b>385</b>	<b>292</b>	<b>354</b>	<b>460</b>	<b>355</b>	<b>2143</b>	<b>1882</b>	<b>4624</b>	<b>11181</b>



\*Joint Chapters of two or more Sections and/or two or more Societies are counted as one Chapter

## MGA – Excom Officer Reporting Active Officer Positions

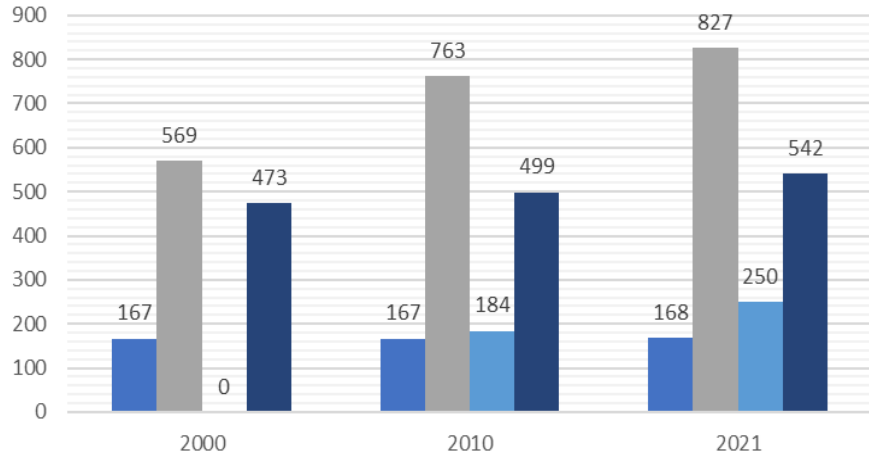
Unit Type	Total Units	Chair	Vice Chair	Secretary	Treasurer	Total Excom Officers
Section	<b>343</b>	340	294	299	323	<b>1256</b>
Sub-section	<b>85</b>	71	46	47	53	<b>217</b>
Council	<b>19</b>	18	9	13	13	<b>53</b>
Chapter*	<b>2635</b>	2386	1296	1079	959	<b>5720</b>
Affinity	<b>601</b>	516	264	193	170	<b>1143</b>
Student Branch	<b>3555</b>	2985	1255	1223	1167	<b>6630</b>
Student Branch Chapter	<b>3146</b>	2492	844	770	628	<b>4734</b>
Student Branch Affinity	<b>797</b>	375	143	143	104	<b>765</b>
<b>Grand Total</b>	<b>11181</b>	<b>9183</b>	<b>4151</b>	<b>3767</b>	<b>3417</b>	<b>20518</b>

**IEEE**

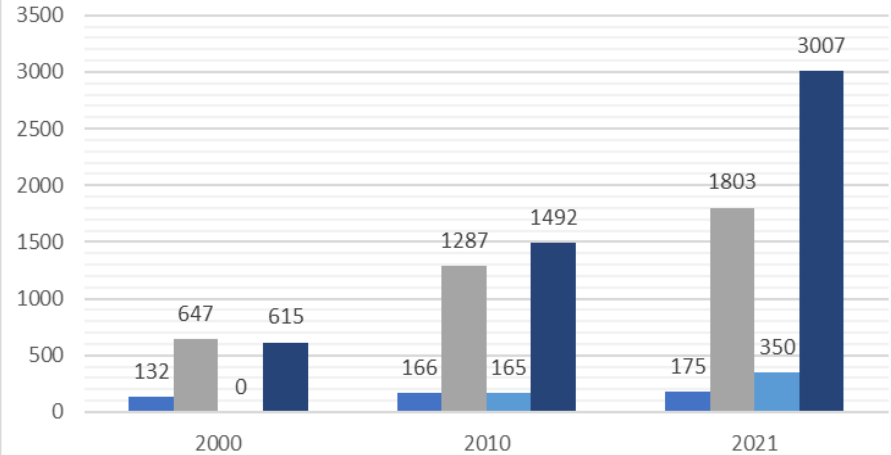
# Active Geographic Units

(as of 05 Oct 2021)

## Region 1-6



## Region 7-10

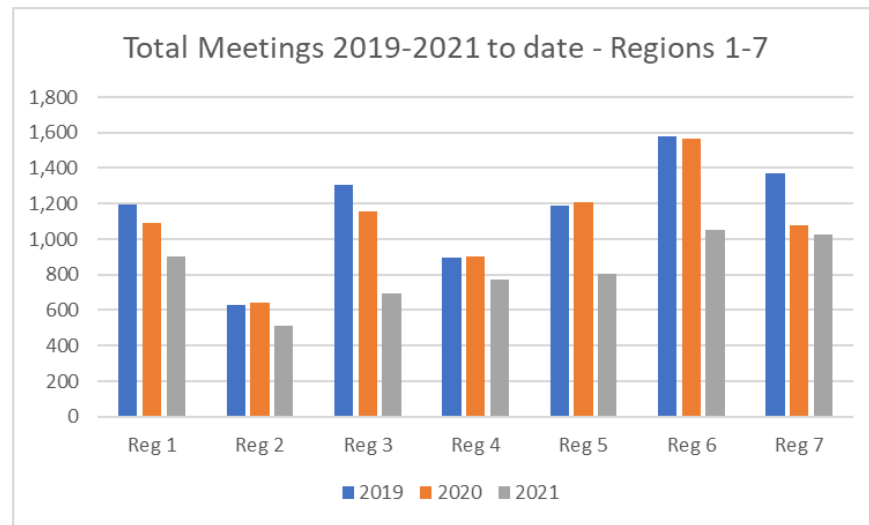
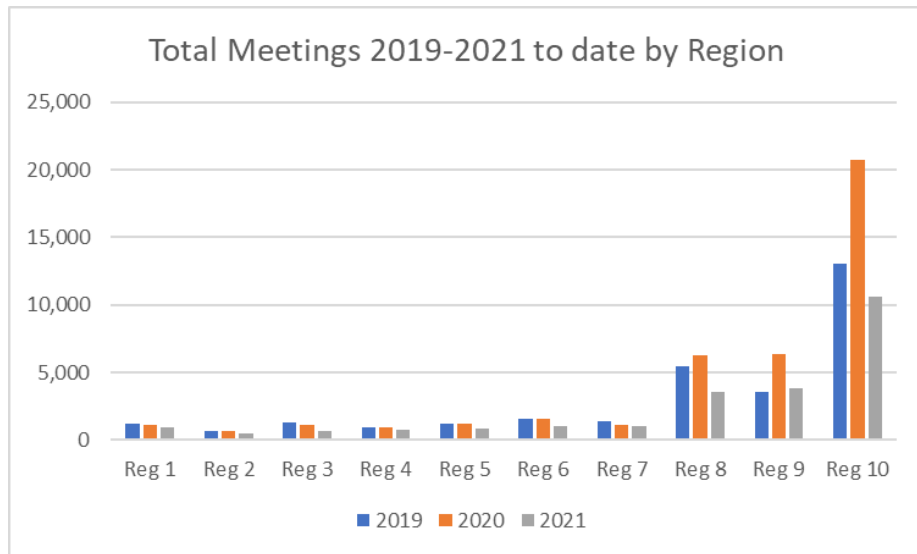


■ Section ■ Chapter\* ■ Affinity ■ Student Branch

\*Joint Chapters of two or more Sections and/or two or more Societies are counted as one Chapter



# Total Meetings 2019 – 2021 to date by Region



The number of meetings held in each Region were either down only slightly or increased from 2019 to 2020 YOY during the pandemic. (September 2021)

# Volunteer Resources

# Center for Leadership Excellence

## On Demand Training for Local Leaders

- ▶ Audiences served:
  - IEEE volunteers (Region, Section, Chapter, Affinity Group, Student Branch, Section-level committees)
  - VoLT Program candidates and students
  - Conference organizers + TA volunteers\*
- ▶ Content available
  - Action Plans for 23 volunteer roles
  - Volunteer role descriptions for 41 positions
  - IEEE 101 courses
  - 80+ recordings on various topics, including professional development, volunteer recruitment, ethics and technology, and more
  - SC2020 Recommendations Event recordings and materials
  - **\*NEW\*** IEEE Sections Congress Virtual Training 2021

WELCOME TO THE IEEE CENTER FOR LEADERSHIP EXCELLENCE

The Center for Leadership Excellence (CLE) offers a 'one stop' training solution designed to serve the multiple and diverse range of IEEE user communities. From volunteers, non-volunteers to students, members, and conference organizers, the site offers a simpler and effective learning experience.





### VOLUNTEER

Volunteers can access volunteer role descriptions and training in this area. Action Plans are available for those interested in or holding an officer role and additional recommended content based on position is available.



### VOLT PROGRAM

The Volunteer Leadership Training Program develops future IEEE leaders, and is designed for active volunteers with at least two years of volunteer experience seeking an in-depth knowledge of the IEEE organization, its structure, and its resources.



### VIRTUAL SC2020 Recommendations Event

[Learn More](#)



### CONFERENCES & EVENTS

Access to courses that support a Conference Chair, Technical Program Chair, Conference Treasurer, Publications Chairs, Event Management, and more.



### TA VOLUNTEER EDUCATION

Providing a foundational and working understanding of the IEEE and TA as a whole, connecting the information, tools and resources that will best support successful and productive navigation of the volunteer role in Technical Activities.



### SECTIONS CONGRESS

Browse a diverse array of topics presented by IEEE volunteers and staff at Sections Congress.



### FEATURED CONTENT

Best Practices for Virtual Events



### LATEST NEWS

Add a new topic...

Recordings from SC2020 Recommendations Event Now Available  
3:35 PM, Sep 24 Sean Kim

Older topics ...



### FAQS

Need Help?







# Volunteer Tools

**vTools** are a suite of applications that are volunteer designed and approved

- Staff built and maintained
  - Automates required volunteer responsibilities
  - Integrates with the IEEE Member Database (Siebel) for real time changes (Officer Reporting)
  - Integrates with the IEEE Data Warehouse for web service/data feeds
  - Uses IEEE Single Sign on
- ▶ Seven applications
- vTools Events
  - vTools eNotice
  - vTools Voting
  - Online Officer Reporting
  - Student Branch Reporting
  - WebInABox
  - Xtreme Registration

**IEEE OU Analytics** is the visual business intelligence tool for volunteer access to member data. Access is automatic for many executive committee members and can be designated to others.

**EWB** is a web hosting service, sponsored by MGA, that supports for all IEEE OUs. Over 5,000 web sites are hosted. These include Geo Units, Societies and Conferences.



# Delivered a distinct premium experience for IEEE Members



- **79,108** IEEE Members account for **57%** of activity on Collabratec and **1.6M** interactions
- New Features Launched in 2021
  - Member Console, consolidating Members-only services to one location. **Accessed by 13K+ members**
  - Section and Student Branch gateways, for one-stop and timely updates. **Accessed by 3.8K members**
  - Contact Center Chat box for convenient and direct Member support
  - Expanded micro-credentialing
  - Recreational math as a volunteer-crowdsourced and community experience




Services Members are Engaging With*	
Profile	34%
People	27%
Community	15%
Activity Stream	11%
Search	5%
Workspaces	3%




\*2021 Membership Year, concluding Aug 2021

# Expanding IEEE reach and prospects for IEEE Member conversion

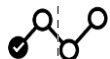


 Prospect Opportunity*	177,324
Fmr IEEE Members	69,219
Non-Members	108,105



 Non-Member Conversions*	32,147
Higher-Grade	24,056
Students	8,091

Former Members Reinstated: 10,106  
Non-Members Joining: 22,040



Automated onboarding campaigns introduce new Student Members to Collabratec and the value of IEEE beyond the university



\*Cumulative through 31 Aug 2021

# Tools - News

- vTools Events
  - > multiple OU's can co-host
  - > visible on the IEEE App
- vTools eNotice
  - > to include e-notice for non-member participants
- vTools Voting
  - > reaches also members who have opted out of electronic communications
- Online Officer Reporting
  - > need to complete the term end-date +
  - > new position: Past Treasurer
- Local Groups
  - > infrastructure to be completed 2022
- Collabratec
  - > can link workspaces and communities
  - > can have multiple workspace 'managers'
- IEEE App
  - > Roster, conferences, events,



## 2021 MGA Geo Unit Financial Reporting (Year End) Updates

- To assist volunteers with submitting financials for the 2021 reporting period, we are implementing a **staff assisted approach**.
- Those Treasurers whose position end date is 31 Dec 2021, their access to the NextGen financial systems will be extended through a new transitional read-only, **Past Treasurer** role.
- The financial reporting **submission dates** have been updated.
- Reminders and **communications** will be sent to Geo Units as in previous years.
- **Rebates** will not be affected by this updated process in 2021
  - To qualify for the 10% bonus, the financials will need to be submitted by the 18th of February (3rd week in February) .
  - Geo Units will have until the 28th of February to submit their financials to qualify for their rebate.

# 2022 Membership





# 2021 Membership: Building on Key Member Strategies and Sustaining Operations

- ▶ Recovering from the pandemic
- ▶ Leveraging technology enhancements
- ▶ Updated messaging to members
- ▶ Utilizing outcomes from key MGA focus areas



# 2022 Focus On Areas With Most Acute Challenges And Opportunities

**Lead generation, lead nurturing, and conversion** - Diversify and increase use of internal IEEE data assets (e.g. Spectrum), to drive new member recruitment post-GDPR

**Improved engagement among members past their first year** - Increase engagement and retention of members at different stages of their membership tenure

**Student recruitment and retention** - Build on gains of 2021, energize pipeline into higher-grade membership

**Higher grade membership growth** - Reverse the downward trend in higher-grade membership



NEW

# 2022 Membership Marketing Campaign

IEEE has more than **400,000 members.**

Are **YOU** Next?



Start Here ▶ Go Anywhere!  
[ieee.org/join](http://ieee.org/join)

Before she became the CTO of Cisco, she became an **IEEE Member.**

Are **YOU** Next?



Monique Morrow — Former CTO of Cisco, IEEE Senior Member

Start Here ▶ Go Anywhere!  
[ieee.org/join](http://ieee.org/join)

Before he helped to electrify a remote village in Peru, he joined his **IEEE local student branch** in Calgary, Canada.

Are **YOU** Next?



Start Here ▶ Go Anywhere!  
[ieee.org/join](http://ieee.org/join)

IEEE members have won 21 Nobel Prizes so far.

Are **YOU** Next?



Start Here ▶ Go Anywhere!  
[ieee.org/join](http://ieee.org/join)

IEEE has more than **400,000 members.**

Are **YOU** Next?

**WHY MEMBERS JOIN**

1. Remaining technically up-to-date
2. Access to publications
3. Networking

**WHAT MEMBERS HAVE DONE**

- Earned 21 Nobel Prizes so far
- Filed 183,349 patents last year
- Developed nearly 1,340 international engineering and technology standards

**WHERE MEMBERS ARE FOUND**

- 160 Countries Represented
- Over 400K Total Members
- 27% Students

**WHO MAKES UP OUR MEMBERSHIP**

Private Industry	Educational Institutions	Public Government	Self-employed/Consulting	Unemployed	Non-profit (Non-educational) Institution	Retired	Other
44%	24%	11%	7%	4%	3%	3%	2%

**JOIN TODAY AND FIND**

YOUR NEXT JOB	YOUR NEXT CONFERENCE	YOUR NEXT NETWORK	YOUR NEXT BIG THING	YOUR NEXT EXPERIENCE
Access to robust career resources 50% of members join as students 70% of members have at least one graduate degree	1,000 conferences each year Member discounts	50 technical societies 500 affinity groups 35,000 members of IEEE Women in Engineering (WIE) 120,000 young professionals 3,400 student branches 25% of members are referred by others	More than 5 million articles to explore in IEEE Xplore® More than 2,500 programs to watch on IEEE TV Subscription to the award-winning IEEE Spectrum magazine	More than 80,000 members in 100+ countries Associated with 652 societies

Start Here ▶ Go Anywhere! [ieee.org/join](http://ieee.org/join)

Are You Next? theme focuses on member stories and accomplishments, and flows across all membership print and digital assets



# FUTURE50 Momentum Continues in 2022

- 34,746 students used the promo code to join or renew in the 2021 membership year
- 2022 membership year-to-date (through 31 October): 11,354 additional new members, 819 reinstated members, 3,720 student renewals
- Updated toolkit with new digital ads and templates made available to Regions, Sections, Chapters and Branches <https://brand-experience.ieee.org/templates-tools-resources/resources/toolkits/ieee-future50/>
- Marketing and promotions in full-swing



# MGA Geo Unit Election Process

**Project:** Update the current GEO Unit Election process to create a clear and cohesive documented process that works efficiently for all GEO Units under a Region. Clearly identify the steps within the process that must be followed in an easy to follow timeline oriented flow. Includes incorporation of vTools voting for all GEO Unit elections and the vTools nomination tool once the new election process is ready to be implemented.

## Key Components:

- MGA Operations Manual
  - Update the current process to create a clear and cohesive documented process that works efficiently and consistently for all units
  - Clearly identify the steps within the process that must be followed in a timeline-oriented manner
- Process and Tools
  - Creation of clear processes that ensure one process being used by all units for critical parts of the election process
  - Creation of templates to assist units with moving through various parts of the election process
  - Require use of vTools voting for all elections
  - Combine the Tellers and Nominations Committees to form one Election Committee
- Election Timeline
  - Reduce the **minimum of 6 months** to execute an election, **to 3 months**



A word cloud featuring the phrase "THANK YOU" in large blue letters, surrounded by various translations of "thank you" in multiple languages and scripts. The words are arranged in a circular pattern, with some appearing in different sizes and orientations. The background is a light blue gradient with faint, stylized circuit-like patterns.

Translations included:

- ARIGATO
- gracias
- OBRIGADO
- grazas
- GRAZZI
- THANKS
- qujan
- PALDIES
- DANK U
- danke
- mes
- 감사합니다
- koszi
- благодаря
- asante
- grazie
- TACK
- Gràcies
- TEŞEKKÜR EDERIM
- muchas gracias
- obrigado
- спасибо
- NA GODE
- vielen dank
- MULTUMESC
- DZLEKI
- muchas gracias
- asante
- TAK
- どうも
- THANK YOU
- danke
- 謝謝
- merci
- MERSI
- takk
- DANK U
- hvala
- danke schön
- KÖSZI
- TEŞEKKÜR EDERIM
- MOLTE GRAZIE
- GO RAIBH MAITH AGAT
- PALDIES
- muchas gracias
- ありがとう



# Member research agenda and projects span range from descriptive to prescriptive analytics

## Why we research

- to better communicate and serve
- to enhance member value
- to understand member characteristics
- to provide and deliver member data analysis promptly and accurately

## Key Research Projects in 2020

- IEEE Member Segmentation Study
- Non-Renewing Member Survey
- Collabratec User Satisfaction Survey
- Region Realignment Study
- Analytics Dashboards













MGA uses Tableau-based dashboards to deliver rich analytics and automated reporting for use by Volunteers and Staff

# 'MD Monthly' provides timely data and analysis to volunteers and staff


 **MD Monthly— JULY 2021**  
Membership Development Report

This report is issued monthly on behalf of the IEEE Member & Geographic Activities Board. Source data is IEEE membership statistics. All information contained in this report is proprietary and confidential, reserved for IEEE staff and volunteer use only.  
Contact: Elyn Perez, [elyn.perez@ieee.org](mailto:elyn.perez@ieee.org)

MD Summary Technical Activities Spotlight		Pages 1-2 Page 3	Current Month Charts by Channel Society & Special Interest Memberships		Page 4 Pages 5-7			
Monthly Snapshot		YoY Change		Jul '21	Jul '20	Jun '21	Jul '21 vs Jun '21	
IEEE Membership			6,795	1.9%	357,321	350,526	349,123	+2.3%
Honorary			-1	-2.7%	36	37	36	0.0%
Fellow			106	1.4%	7,771	7,665	7,766	+0.1%
Senior Member			2,731	5.9%	49,099	46,258	48,075	+1.9%
Member			-2,760	-3.3%	198,453	205,213	195,645	+1.4%
Associate Member			-473	-9.8%	4,441	4,914	4,345	+2.2%
Graduate Student			3,092	7.8%	42,737	39,645	40,305	+6.0%
Undergraduate Student			8,100	17.3%	54,894	46,704	52,951	+3.7%
Society Membership			16,033	+5.5%	309,012	292,979	300,797	+2.7%
25 Societies up > 1%			16,719	<i>Societies Note:</i> Sum of respective gains and losses, with all counts <u>excluding</u> Affiliates. Including Affiliates, total Society memberships are ahead year-over-year by 16,421 or +6.1%.				
5 Societies +/- 1%			58					
9 Societies down > 1%			-744					

2021 Membership Year To Date									
	'21	'20	'19	'18		'21	'20	'19	'18
Retention (Rate and Count)	70.0%	66.2%	68.4%	69.6%	Recruitment	84,592	81,038	90,168	91,010
	249,933	250,893	261,191	262,604					
Higher-Grade	78.1%	77.3%	78.3%	79.5%	Reinstatement	22,411	18,656	18,908	20,095
	215,235	219,654	226,405	228,341					
STUGSM	42.7%	32.9%	38.0%	38.0%	Recovery (subset of retention)	19,277	18,058	26,980	25,283
	34,698	31,239	35,786	34,263					

MD Calendar	Recruitment Activities	Retention Activities
August	<ul style="list-style-type: none"> <li>•Complete 2022 <a href="#">Section Action Plan</a> development</li> <li>•15 August—2022 membership year begins</li> <li>•FUTURE50 offer for new students still in effect</li> </ul>	<ul style="list-style-type: none"> <li>•Plan Ahead—Start reaching out to your new members this year, who will be renewing for the first time for 2022, and thank them for their membership.</li> <li>•Complete 2022 <a href="#">Section Action Plan</a> development</li> </ul>
September	<ul style="list-style-type: none"> <li>•2022 membership year is underway. New members joining this month get 16 months for the price of 12.</li> <li>•Begin executing 2022 <a href="#">Section Action Plan</a></li> </ul>	<ul style="list-style-type: none"> <li>•2022 renewal becomes available on or about 8 September.</li> <li>•Begin executing 2022 <a href="#">Section Action Plan</a></li> <li>•FUTURE50 offer remains available to renewing students</li> </ul>

 Find all Membership Development resources on the MD Portal at [ieee.org/md](https://www.ieee.org/md)

- Statistical 'pulse'
- Membership Trends
- Goal Achievements
- MD Calendar guidance
- MD-related announcements, activities
- Posted in the Membership Development Volunteers Community in Collabratec, and on the MD portal



# Enhanced Member engagement after the first renewal

- Builds on the success of the new member onboarding series
- Messages and trigger events help shape how we communicate with members after they renew:
  - Thank you for renewing your membership
  - Thank you for referring a member to join
  - Recognizing years of service as an IEEE member
  - Content streams sent to individuals who have checked off specific topics in their IEEE membership interest profile.
    - Source content throughout the organization and send "bite sized" emails highlighting specific items such as webinars, newsletter opt ins, articles, new discounts, programs, and more.



## Lead generation and nurturing program leverages IEEE landscape for recruitment

- Outreaches to Spectrum online readers and Collabratec registrants provides GDPR compliant pathway to membership
- Four-message series to non-members that have opted in to learn more about IEEE membership
  - ~2,000 opts in per week
  - Ongoing testing and refining of message content
- Three-message series to 'incomplete' joins prompting them to complete their application

